

Alanna Robbert

Gainesville, FL | 954-248-7575 | alannarobbert@gmail.com | www.linkedin.com/in/alanna-robbert

EXPERIENCE

The Independent Florida Alligator

Gainesville, FL

Data Reporter | Aug. 2025 – Dec. 2025

- Built a web scraper in Python and automated it through GitHub Actions, reducing manual data collection time for a story about library occupancy rates
- Published data-driven stories by using open records and making charts in DataWrapper, including stories on student government election voting turnout across multiple universities

Metro General Assignment Reporter | May 2025 – Aug. 2025

- Pitched and published 10 metro stories over four months, including two front-page features on public transportation issues and the university's transfer student community

Atlas Lab, Social Media Listening Lab

Gainesville, FL

Researcher | Aug. 2025 – Present

- Analyze 1,500+ ads from Facebook Ads Library to identify sentiment trends on topics like the “TikTok Ban”
- Support faculty research on sentiment analysis by acquiring datasets in R and Excel

Social Media Trend Reporter | Jan. 2025 – May 2025

- Wrote articles about trending topics informed by data on TalkWalker and Google Trends
- Attended watch parties and events to explain social media analytics to general audiences

Panku Literary & Arts Magazine

Fort Lauderdale, FL

Editor-in-Chief | Jan. 2024 – May 2024

- Orchestrated weekly meetings and was responsible for the production of a 100-plus-page magazine
- Had an issue recognized as first class in the *Recognizing Excellence in Art and Literary Magazines* contest by the *National Council of English Teachers*
- Collaborated with Broward College's Alumni Association *Alumni & Friends* to plan and host a release party for the magazine's release, with over 100 people in attendance

SKILLS

- **Programming & Analysis:** R (tidyverse), Python, Excel/Sheets
- **Visualization & Mapping:** DataWrapper, Tableau, QGIS
- **Web Development:** HTML
- **Web Scraping:** BeautifulSoup, Selenium

EDUCATION

University of Florida

May 2026

Bachelor of Science in Journalism, concentrations in data and statistics

Gainesville, FL

Broward College

May 2024

Associate of Arts: graduated with highest honors

Fort Lauderdale, FL